

Christmas Music by the Organ at 9 and 5:20. With Singing of Carols Organ Chimes Each Hour

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER  
Increasing cloudiness

# Three More Days—But What a Host of Gifts to Choose From!

## Many Men Have High Ideals and Fine Words, But Never Do Anything

Kid gloves and scented pocket handkerchiefs are exquisite and useful, but they must not separate us from the larger class whose lives are simple and who need our help.

To be so great that we are of no use to anybody but ourselves is not a place to be desired.

A practical Boston merchant was asked of the character of a certain high-toned, rich, transcendentalist and he replied:

"He is one of those men who have soarings after the infinite and divings into the unfathomable, but he never pays cash."

In other words, he doesn't make good at the time expected.

There are lots of educated dreamers and spiritual speculators who never get anywhere practically.

An ounce of earnest action to help people, plain and poor, to brighten their way by showing them opportunity to get music into their lives is worth tons of propositions and suggestions.

We are trying to make our hands inventive and our minds forceful, as we show by this Store.

Do it!

[Signed] *John Wanamaker*

Dec. 21, 1920.

## Prices on Women's Fine Gowns Lowered to \$100

Which means a saving of a third to a half on the first prices of gowns which were designed to wear during the next few weeks.

They include gowns for the street, for afternoon and for evening; gowns of panne velvet, of satin, of crepe de chine, of tricotine, duvetyne and crepe meteor; in taupe, brown and black, and a few light colors.

They are all in most excellent condition, having been kept in glass cases.

Price \$100.

(First Floor, Central)

## Waists for Gift Boxes

Here are the various kinds, \$8.75 to \$10.85, briefly classified:

- Georgette crepes, light and dark, \$7.75 to \$8.50.
- Crepes de chine, dark and light, \$8.75 to \$10.85.
- Plaid silk, tailored styles, \$5.50 to \$7.50.
- Velveteen in dark shades, \$6.85.
- Tricotee overblouses, \$10.85.

(Third Floor, Central)

## Silk Petticoats

are always good and may easily make a last-minute choice which will be approved of.

Messaline petticoats, plain and changeable; many colors, \$5.

Jerseys, all colors, \$5 to \$15.75.

(Third Floor, Central)

## Women's Lambskin Gloves, \$2 a Pair

Soft pliable lambskins of good quality in desirable colors—browns, grays, white and tan.

They are in overcast sewn style, have two-clasp fastenings and Paris point stitching.

Unusually good for this price, too!

(West Aisle)

## Glistening, Pretty Slipper Buckles

of cut steel make pleasing gifts. The buckles are in square and oval shapes and other fancy designs; they are most attractive and range in price from \$2 to \$21 a pair.

(Jewelry Store, Chestnut)

## Few Gifts Are More Useful Than a Cedar Chest

It makes a good place to store away the Summer clothing in Winter and the Winter clothing in Summer and, as everybody knows, moths greatly dislike the odor of cedar.

All our cedar chests are guaranteed, kid-dried and hand-rubbed and polished. They are the best made chests we know. All cedar chests begin at \$36.50 and go up to the finer ones of mahogany with cedar linings at \$90. These are the new and lower prices.

(Fifth Floor, Market)

## Real Carrick-Ma-Cross Collars Arrive from Ireland

Such exquisite bits of hand-made lace as they are, and they are precisely the needed touch for the prettiest holiday frocks.

Nearly every kind of shape that could be wanted and not at all high in price, \$4 to \$12.

(Main Floor, Central)

## The Latest Dance Folios at 75c

we welcome gifts to many people who enjoy such music. We have both the Star Dance Folio and the Feist Dance Folio—both of which hold the popular dance music of the season.

(Second Floor, Market)

## Little Boxes of French Chocolates

that will make attractive party favors or dainty gifts or may be tucked into the Christmas stockings are here in pleasing variety and go from 50c to \$1.25 each.

(Candy Shop, Main Floor, Chestnut)



## Fine Gifts Are Furs Like These

Only the finest furs of their kind get into this Wanamaker Salon—which is one reason why it is possible to buy here with such safety and such satisfaction. Every skin, large and small, is of fine quality, and every fur bears its true name. We stand back of all these—

Fur sets of all the fashionable furs start at \$62.50 for

Australian opossum and go to \$350 for a handsome lynx set. Separate animal scarfs and other neckpieces begin at \$20 for a natural gray squirrel and go to \$640 for a beautiful two-skin scarf of rich, dark Russian sable.

Fur coats were never lovelier than they are this Winter. They begin at \$150 for a marmot coat and go to \$4500 for a glorious wrap of snowy ermine.

(Second Floor, Chestnut)

## A Fine Fur-Trimmed Coat for Her Winter Comfort

Just the very thing she wants, of course, and she will be particularly delighted with some of the beautiful fur-trimmed coats and wraps now here.

Every fashionable fur is represented and all are carefully selected. You will probably find these coats less than you expected, for all the prices have been readjusted.

Handsome street coats with fur, \$95 to \$475.  
Fur-trimmed evening wraps, \$195 to \$500.

(First Floor, Central)

## Young Women's Fur-Trimmed Coats for \$80

Soft duvet de laine makes them, and great wide collars of Australian opossum finish these smart, warm, new Winter coats.

There are reindeer, Peking blue and brown for choice of colors. The coats are button-trimmed, lined with peau de cygne and interlined, and they are in 14 to 20 year sizes.

(Second Floor, Chestnut)

## Young Women's Serge Dresses \$20 to \$27.50

are dresses that started the season with higher prices, but now have lower markings.

Four good styles, braided and embroidered, all youthful and attractive.

All the dresses are of firm, good quality dark blue serge, all are well made, and all in 14 to 20 year sizes.

(Second Floor, Chestnut)

## Gift Handbags—\$3.75 to \$300

What a wonderful selection there is between these two widely separated prices!

Beautiful, new style handbags of leather, silk, velvet, duvetyne and beads, most of the last named imported.

Many shapes, many sizes, many styles of frames—covered, metal, fancy or shell finish celluloid and sterling silver.

If you are in doubt what to give a woman friend, just look over these handbags.

(Main Floor, Chestnut)

## Handkerchiefs for Everybody

Fresh, snowy and dainty—never have we had a better assortment! And they make such practical gifts—look at these, for instance:

Men's plain hemstitched handkerchiefs, \$5.50 to \$84 a dozen.  
Men's initial handkerchiefs, \$7 to \$21 a dozen.  
Women's plain hemstitched handkerchiefs, \$2 to \$36; with initials, \$3 to \$24 a dozen.  
Children's handkerchiefs, 25c to \$1.50 apiece.

And we'll mark the plain handkerchiefs with ink, if you wish, for 30c a dozen.

(Main Floor, Central)

## Women's Smart, Silk Umbrellas

At \$10, \$12 and \$15 there is particularly good choosing this year.

All the umbrellas, of course, have fine silk covers and there are all the fashionable colors as well as black.

Smart short ferrules, longer ones if you like; novelty handles with silver rings, leather loops, colored bakelite tops, imitation amber and novelty handles in many fashionable styles distinguish them.

(Main Floor, Market)

VERY fine pink crepe de chine nightgowns may be found in the French Room at \$10.75 upwards; and envelope chemises at \$8 upwards. Some of these have the two-toned ribbons which are so effective and uncommon.

(Third Floor, Chestnut)

## A New Rug to Brighten Living or Dining Room

A gift that will give pleasure and service for years.

9x12 ft. Wilton rugs, \$103, \$110 and \$150.  
9x12 ft. Axminster rugs, \$63.50 and \$78.50.  
9x12 ft. body Brussels rugs, \$78.

9x12 ft. tapestry Brussels rugs, \$38.50 and \$54.50.

(Seventh Floor, Chestnut)

## House Slippers—Easy to Choose and Easy to Wear

Easy to look at, too, in their present development.

Gifts that bring comfort for many, many nights.

Men's house slippers of felt and leather in various styles and with leather or soft-padded soles. Prices range from \$2.50 to \$10.50 a pair.

(Main Floor, Market)

Women's house slippers of felt, ribbon, plain and quilted satin and leather, in many styles and many colors. They also have leather or soft padded soles, and prices go from \$2 to \$6.

(First Floor, Market)

## Down Quilts for Babies' Cribs—\$15 and \$20

We had these made especially for us to make sure we'd get them just right. They are of soft, light, warm down, with sixteen covers at \$15 and with silk covers at \$20. And they are in pink or blue.

Japanese quilts, with silk covers, cotton filled; some hand embroidered, also, are \$3.25 to \$10. Quilted bathrobes for babies, these also of silk and from Japan, are \$5 and \$6.50.

(Third Floor, Chestnut)

## Soft Fancy Pillows

that fit into the hollow of one's back. They have pretty coverings of silk or velvet. Some are French and hand embroidered.

\$4 to \$40 (Fifth Floor, Market)

## White Satiny Bedspreads Always Good Gifts

One lot of satin-finished spreads, size 72x90 inches, in beautiful patterns, are now marked \$5 each, or one-third less than they have been.

Others at \$7.50 are made with cut-out corners and scalloped edges.

Bedsets, comprising a spread and bolster piece, double-bed size, with cut-out corners and scalloped edges, are marked \$13.50 a set.

(Sixth Floor, Chestnut)

## Boys' and Girls' Lined Gloves

Two notably good kinds—\$1.35 a pair for 1-clasp suede gloves, with fleece lining; gray or tan.

\$1.65 a pair for tan capeskin gloves, with fleece lining; 1-clasp fastening.

Other capeskin gloves, with warm linings, are \$2.50, \$2.75 and \$3 a pair.

(Main Floor, Central)

## Delicious Candies

You are sure of their quality at Wanamaker's—the candies are made in our own sunny, light, spotless kitchens.

The \$1.15 a pound chocolates and bonbons are especially good.

Five-pound boxes for the family—\$2.50, \$3.50, \$5.75 and \$6.50.

Hard candies for the children—five pounds for \$3.50.

(Down Stairs Store, Chestnut)

## Last-Minute Lights

Candlesticks of many kinds—solid mahogany, mahogany-finished wood, polychrome-finished wood, 25c to \$5.  
Little boudoir lamps and shades, \$6 to \$10.50.  
Bayberry candles—the most Christmasy of all—50c a box.

(Fourth Floor, Central)

## Table Linen and Napkins Ready for Giving

Among household gifts, table linens hold a foremost place. Gift linens should always be of pure flax. All Wanamaker linens are pure flax linens.

This new shipment brings a very good lot of heavy, full-bleached Irish table linen in three good patterns and in the 72-inch width to sell for \$4.50 and \$5.50 a yard.

Napkins to match the linen at \$5.50 are \$13.75 in size 24x24 inches and \$17.75 in size 25x25 inches.

(First Floor, Chestnut)

CANDLESTICKS of Rouen faience are newly arrived in the China Store and exceedingly pretty, with their old blue and yellow designs on white grounds. Also they are really very inexpensive, their prices running from \$3 to \$9 a pair.

(Fourth Floor, Chestnut)

## Gifts From the Sporting Goods Store

Sweaters for every one, \$0.50 to \$2.50.  
Wool vests, \$4 to \$8.  
Boxing gloves, \$6 to \$25 a set.  
Striking bags, \$4 to \$20.  
Roller skates, \$3.50 to \$6.  
Ice skates, \$2.50 to \$8.  
Columbia and Continental bicycles, \$50 to \$85.  
Pocket knives, \$1 to \$9.  
Rowing machines, \$40.  
Exercisers, \$2.50 to \$5.  
Guns and fishing tackle, golf supplies, motorists' equipment, smokers' goods and many other things men and boys like.

(The Gallery, Chestnut and Juniper)

## Why Not a Wallet For a Man?

Here are wallets of many kinds, all of them fine kinds.

Of seal, sharkskin, calfskin and pigskin, chiefly black, though the pigskin wallets are natural color. Some of the higher-priced of the black wallets are 14-kt. gold mounted.

Prices \$5 to \$20.

(Main Floor, Chestnut)

## Those Who Motor Like Automobile Pillows

They can be used as foot or back rests and are filled with hair with a waterproof material for covering. \$3.75 each, and this is a very moderate price.

(Fifth Floor, Market)

## Everybody Takes a Helping of Jack Horner Pie

You may not like some other kinds of pie—but this is one kind everybody likes!

Fat, jolly Jack Horner pies in new shapes and novel forms, all with twelve favors inside and very Christmasy looking, \$8 and \$10 each.

(Down Stairs Store, Chestnut)

THE variety of calendars and Christmas cards is still good, but the earlier in the day you choose them the more comfortable you will find it. Calendars are 25c upwards, cards 5c upwards.

(Main Floor, Thirtieth)

## Warm Underwear at Half and Less

Many a person would rather have some good, warm underwear than a gift that was all sentiment and of little use.

Here are ten groups of excellent underwear for the whole family at prices half or less than half of regular.

**Men's Underwear**  
\$1 each for medium and winter weight ribbed cotton shirts and drawers.  
\$1.50 each for winter weight white ribbed wool-and-cotton shirts and drawers.  
\$1.50 each for light weight union suits.  
\$2.50 each for winter weight light ribbed all wool shirts and drawers.  
\$3.50 and \$3.75 each for winter weight ribbed gray wool-and-cotton union suits.

**Women's Underwear**  
\$1.50 each for medium weight ribbed wool-and-cotton vests and tights; \$1.75 for extra sizes.  
\$2.25 each for medium weight ribbed wool-and-cotton vests and tights, extra sizes \$2.50.  
**Children's Underwear**  
75c each for medium weight ribbed cotton shirts and pants.  
\$2.25 each for winter weight ribbed gray wool-and-cotton union suits.

Orange bowls, \$10 to \$10.75  
Fern dishes, \$6 to \$10  
Baskets, \$5 to \$20  
Tomatoes, \$3 to \$20  
Vases, \$3 to \$75  
Lemonade bowls, \$27.50 to \$250

(First Floor, Market)

## Senna and Saruk Mats

Beautiful Things Specially Priced at \$45

Little gems of Oriental weaving and color, they just seem as if made for gift-giving. There is a rosy warmth and richness about them that is wonderfully attractive and they are no less attractive from the standpoint of price, being marked at a very low figure—for pieces of such fine quality—\$45 each. Sizes 2x2.6 feet to 2x3.1 feet.

(Seventh Floor, Chestnut)

## One Sure Sign That Furniture Is a Fine Gift

is the number and kind of people who give it.  
A gift of Wanamaker furniture can be anything from a game table at \$4.50 to a great, soft, splendidly upholstered davenport at \$300 or a magnificent dining-room suit at \$2000.

But most people, when they think of gift furniture, think in one of three directions—novelty, service or comfort.

This is the place to come to for pieces expressing one or all of these qualities. Fancy chairs and rockers are eminently useful things, and they are here at \$11 to \$100. Gate-legged tables are handy and useful, and these are \$32 to \$90.

Tea wagons are favorite gifts because of novelty and practicality. We have them all the way from \$21 to \$70.

Smokers' stands—no need to say how useful these are—\$4.50 to \$62  
Women's writing desks, always tasteful gifts, are \$13 to \$330.

Desk chairs of many kinds are \$7 to \$60.  
Tabourettes are much favored by gift seekers, \$8.75 to \$18.

Upholstered foot rests—how good for people getting on into years—\$4.50 to \$25. Besides which there are ever so many other excellent and attractive articles, including fancy tables, telephone stands, upholstered easy chairs and rockers, men's chifferobes, secretary desks, bookcases, sewing tables and stands, music cabinets, plant stands, and so on.

(Fifth and Sixth Floors)

## Men's Silk Mufflers in Rich Colorings

We do not know when we have seen such beautiful combinations of colors as those in the Redleaf London silk mufflers this year. Prices are \$13.50 and \$16.50.

Domestic silk mufflers, \$7.50 to \$10, with some of fiber silk at \$5.  
English cashmere squares in white with colored dots and figures, which can be washed like handkerchiefs, \$3.

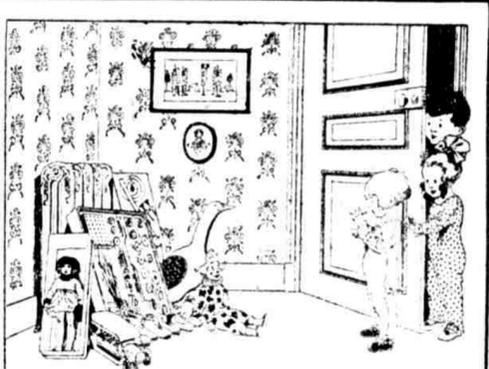
(Main Floor, Market)

## Fine Fur Caps for Motorists

Caps of real Alaska seal, all of fresh, new pelts, but at prices that vary according to the thickness and quality of the fur—\$55, \$65, \$75 and \$100.

Other fur caps at \$9, \$14.50 and \$20 for nearseal; \$27.50 for muskrat, and \$35 for nutria.

(Main Floor, Market)



## Nothing Quite Takes the Place of Toys

Christmas without toys would be a pretty poor Christmas for the average child.

It wouldn't seem like Christmas to any of us, would it? Maybe that's why the Wanamaker Toy Store is the busiest, jolliest, most inspiring place to visit in all Philadelphia these days. Every boy and girl in town should see it—and every one who likes boys and girls.

(Seventh Floor)

## Cut Glass Gifts in Brilliant Selection

Cut glass is one of the standard kinds of home gifts, but there are different kinds of cut glass. For those who want to feel certain of giving the finer kind, we have a brilliant selection priced all the way from \$1.75 for a ribbon dish to \$250 for a lemonade bowl. Many very novel-shaped pieces are included, some cut and engraved, so that any one looking for something both fine and unusual is pretty sure to find it here.

Berry bowls, \$4.50 to \$40.  
Low berry dishes, \$2.75 to \$40  
Water jugs, \$6 to \$20.  
Sugar-and-cream sets, \$4.50 to \$10.  
Orange bowls, \$10 to \$10.75  
Fern dishes, \$6 to \$10  
Baskets, \$5 to \$20  
Tomatoes, \$3 to \$20  
Vases, \$3 to \$75  
Lemonade bowls, \$27.50 to \$250

(Fourth Floor, Chestnut)